

# **EXHIBIT A**

Facebook Pixel Event - Purchase

Save

Tag Configuration

Tag Type

<> Custom HTML  
Custom HTML Tag

HTML

```
1 <script>
2   fbq('track', 'Purchase', {
3     currency: "USD",
4     value: {{Data Layer Transaction Total}},
5     page: "{{Constant - Cleaned Up Page URL - Hostname + Page Path}}",
6     hostname: "{{URL - Hostname Without www.}}",
7     page_title: "{{JS - document.title -Page Title}}"
8   });
9 </script>
```

Tag Sequencing

Setup Tag  
Facebook Pixel - Base Code -All Page View